

CONSUMER RESPONSE UPDATE

February 2004: Issue N°24

HIGHLIGHTS

- User sessions with ontariotrail.net totalled 184,043 in February, a growth of 62% over 2003. The growth is likely a result of OTMPC's advertising activity and online contests.
- With four live contests, nearly three times more consumers registered with ontariotrail.net in February than in the same month last year. A total of 12,942 people have registered at ontariotrail.net in February.
- To-date, 72,004 consumers have opted to receive e-marketing materials from OTMPC, more than 5 times the number than a year ago.
- User sessions with tourismpartners.com grew 54% over February 2003.
- To-date, a total of 5,389 partners registered with tourismpartners.com.

CONSUMER WEBSITE – www.ontariotrail.net

User Sessions

- In February 2004, 184,043 user sessions were recorded at ontariotrail.net, a growth of 62% over February 2003. The jump in user session volumes is likely a result of OTMPC's radio and newspaper advertising and four online contests in February.

- User session with ontariotrail.net was highest in volume on February 4th, when "It's Time for a Little T.O." (Toronto Gateway) radio advertising began to air, directing listeners to the contest site.

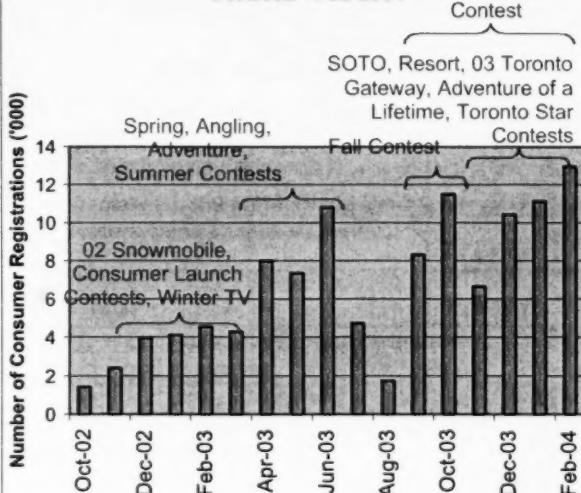
Consumer Registrations

- Consumer registrations with ontariotrail.net reached 12,942 in February, nearly three times the amount that registered in February 2003.
- In February 2004, four contests were driving registration: the Snowmobile contest, the Resort contest, the Toronto Star contest and the Adventure of a Lifetime contest. In comparison, only two contest (the 2002 Snowmobile contest and the Consumer Launch contest) drove registrations in February 2003.

- The Resort contest generated 8,868 registrations in February, the Snowmobile contest generated 2,629, the Toronto Star contest generated 1,811 and the Adventure of a Lifetime contest generated 12.

- Most registrations with ontariotrail.net were generated when online contests were available to consumers.

Consumer Registrations at ontariotrail.net
Oct 2002 - Feb 2004



- To-date, over 72,000 consumers (62% of all registered consumers) opted to receive e-marketing materials from OTMPC.
- In February 2004, 71% of consumer registrations were from Canada and 28% were from the U.S. The relatively high proportion of U.S. consumer registrations is likely a result of OTMPC's February radio and newspaper advertising which advertised the online contests in the U.S.
- Of consumers registered with ontariotrail.net in February, 61% were female.

PARTNERS WEBSITE - www.tourismpartners.com

User Sessions

- In February, 5,491 user sessions were recorded at tourismpartners.com, an increase of 54% over February 2003.

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- The most downloaded file from tourismpartners.com in February 2004 was OTMPC's Marketing Program 2004 – 2005 (1,432 downloads).

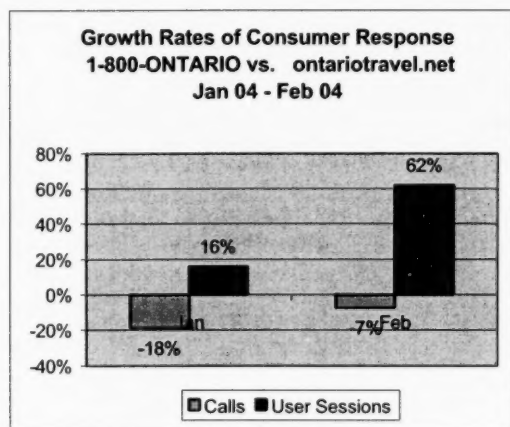
Registered Partners

- In February 2004, 384 partners registered with tourismpartners.com, bringing the total number of registered partners to 5,389, 2.6 times of the number of partner registered than we had a year ago.

CALL CENTRE

- Calls to the Call Centre in February 2004 totalled 15,690, a drop of 7% over February 2003.
- Of calls to the Call Centre in February, 80% originated from Canada, 20% came from the U.S. The relatively high proportion of U.S. calls can be attributed to OTMPC's advertising campaign in the U.S., which included both radio and newspaper.
 - 83% of Canadian calls originated in Ontario
 - 58% of U.S. calls originated in the Border States

- To date, user sessions at ontariotravel.net are 38% higher than in the same months in 2003, while call volume is 13% lower than in 2003.



FULFILLMENT CENTRE

- In February 2004, 17,193 fulfillment pieces were requested by consumers, a decrease of 5.3% over February 2003.

- Of fulfillment pieces distributed in February, 69% were ordered by Canadians, 25% by U.S., and 6% by overseas residents.

Top 10 Fulfillment Requests: February, 2004

	Fulfillment Piece / Guide	Quantity Distributed
1	Ontario Road Map 2003	2978
2	Ontario Reference Guide 2004	2292
3	Adventure Guide 2003	1313
4	Winter Events Guide 2003	1059
5	Back Roads & Getaways Guide 2003	875
6	Winter Getaway Kit - CDN	736
7	Ontario Parks Guide 2003	642
8	Summer Experience Guide 2003	603
9	Snowmobile Paradise Ontario 2003/2004	589
10	Resorts Ontario Winter Escapes 2004	515

ONLINE PUBLICATIONS

- In February, consumers downloaded 12,691 publications via ontariotravel.net.
- The 2003 Reference Guide was the most popular downloaded online document in February. A total of 4,556 Reference Guides were downloaded.

Top 5 Online Publications: February, 2004

	Downloaded Files	Downloads
1	2003 Reference Guide	4,556
2	2003 Snowmobile Guide	2,655
3	2004 Winter Events Guide	1,980
4	2003 Adventure Guide	1,271
5	2004 Fishing Ontario	1,148

ONTARIO
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